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ABSTRACT

Intended as an introduction to the use of educational media in the Less Developed Countries (LDCs), this bibliography provides an overview of materials available in government documents collections. The 33 documents listed are derived principally from the Agency for International Development (AID), with 2 documents having been included from the Educational Resources Information Center (ERIC). Each entry indicates from which source the document is obtainable and includes an annotation. Dates of publication for the references range from 1972 to 1985, with most falling in the mid-1970s. Abbreviations used in document titles and annotations are defined. An index provides an alphabetized listing of topics and areas of concern. (PM)

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Mass media systems (television, radio and satellite) for LDC regional educational development: The case of Africa and the Middle East.

James Joseph Sanchez and Patricia Romero, co-compilers.

University of Phoenix and the Tucson Applied Linguistics Group. Bibliography 22.
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Mass media systems (television, radio and satellite) for LDC regional educational development: The case of Africa and the Middle East.

This short bibliography is intended as an introduction to a very large subject: the burgeoning use of educational media in the LDCs. With its companion bibliographies*, this guide provides an overview of the materials available in government documents collections for this subject.

The documents that are included here are derived principly from the AID report series, although two documents have been included from ERIC. For each of these sources, availability of the primary documents has been an overriding consideration. Both AID and ERIC documents never go out of print and continue to be readily available. Document accession numbers beginning with "PN" are available from AID and those beginning with "ED" are available from ERIC.

* These additional bibliographies are:

Romero, Patricia, and James Joseph Sanchez. Mass media systems (television, radio and satellite) for LDC regional development: The case of Latin America. 1985.

Sanchez, James Joseph. Mass media for regional educational development: The use of television in rural education in Alaska. 1985.

A B B R E V I A T I O N S

AID.	Agency for International Development.
CAI.	Computer-assisted Instruction.
ERIC.	Educational Resources Information Clearinghouse.
ETV.	Educational Television. Also ITV.
IR.	Instructional Radio.
ITV.	Instructional Television. Also ETV.
LDC.	Less Developed Country.
OSTV.	Out-of-School Television. (Ivory Coast)
PI.	Programmed Instruction.
RSC.	Radio Study Campaign. (Tanzania)
RSM.	Radio Schools of Santa Maria. (Dominican Republic)
SITE.	Satellite Instructional TV project. (India)
TI.	Traditional classroom instruction.
TPT.	Tele pour tous. (Ivory Coast)

Mass media systems (television, radio and satellite) for LDC regional educational development: The case of Africa and the Middle East.

Documents 1-2

Academy for Educational Development. Educational development and the developing countries, a handbook. Washington, DC: Academy for Educational Development, 1972. 185p. PN-AAD-562 (English); PN-AAD-563 (French).

A descriptive overview of the application of advanced communications systems to educational development in the third world. Case studies on El Salvador, Niger, American Samoa, Mexico, Columbia and Singapore are included. Concludes with bibliography, lists of organizations and equipment.

Document 3

Academy for Educational Development. Evaluation unit of educational television program, Republic of Ivory Coast; Final report. Washington, DC: Academy for Educational Development, 1974. 25p. PN-AAD-858.

An analysis of the ETV system in Ivory Coast. The purpose of this study is to provide the basis for the development of subsequent ETV systems that can avoid the problems faced by Ivory Coast.

Document 4

Beneveniste, A. The reception and animation of out-of-school educational television programs in the Ivory Coast: A case study of four villages. N.D. 43p. PN-AAG-835.

An English summary of a French study on the use of animators to lead discussions in villages about the content of education television broadcasts. Includes an analysis of viewers and a critique of ETV, arguing that its current utility is limited.

Document 5

Coalan, Bert, D.T. Jamison, S.J. Klees amd K.A. Polcyn. Broadcast satellites for educational development: Possible key decision points, 1973-1978. Washington, DC: Academy for Educational Development, 1973. 130p. PN-AAB-290.

This report identifies for the US and for international organizations the critical policy decisions that can accelerate LDC use of communications satellites and ETV.

Document 6

Courrier, Kathleen, editor. The educational use of mass media. World Bank Working Paper Number 491. Washington, DC: World Bank, 1981. 131p. ED-229-002.

Eleven papers analysing the use of mass media in education in the LDCs. Intended as a consideration of the problems arising in the evaluation and selection of appropriate tools for educational development.

Document 7

Daniere, A., and F. Orivel. Post-primary options in the Ivory Coast. 1977. 164p. PN-AAG-840.

Since the Ivory Coast has made very heavy use of ETV in primary education, this paper addresses the problems that confronts students moving into classroom instruction.

Document 8

Epskamp, C. Media, education and development: A bibliography. Second edition. The Hague: Center for the Study of Education in Developing Countries, 1979. 98p. ED-201-317.

Covering materials in English, French, Spanish, German and Dutch, this bibliography includes: case studies, bibliographies, mass media, ETV, audio visual materials, videotape technology, instructional satellite broadcasting, etc.

Document 9

Etaix, M., and F. Lenglet. "Tele pour tous" in rural Ivory Coast: Audience, impact, perceptions. Report of two surveys conducted in January and April 1975. 1977. 250p. PN-AAG-833.

About 10% of rural people watch the TPT programs. There is no consistent viewing audience. Discussion sessions are seldon run well. Important variables influencing ETV viewing are described. Includes bibliography.

Document 10

Evans, S., and S.J. Klees. ETV program production in the Ivory Coast. 1976. 82p. PN-AAG-839.

With only 60% of the production level that was planned being produced, this paper examines problems that have arisen. Problems include: poor training, inadequate management and the lack of mechanisms for feedback.

Document 11

Fosten, Philip and James R. Sheffield. The mass media in rural research. Stanford, CA: Institute for Communications Research, 1973. 23p. PN-AAB-311.

An evaluation of the African, Asian and Latin American use of mass media for education. The paper concludes with recommendations for improvements.

Document 12

Grant, S. An administrative history of out-of-school ETV in the Ivory Coast. 1977. 104p. PN-AAG-837.

An account of the development of OSTV as an institution, with a description of its early policy formulations. One salient criticism is its decision to broadcast only in French language, which is seen as an obstacle to reaching its target audience: rural farmers.

Document 13

Grant, S. Pierre. Visits to 23 villages to determine the impact of the water series produced by the out-of school TV department. 1975. 97p. PN-AAG-832.

Description of problems that reduce the impact of the educational TV broadcasts. Recommendations are made to increase the value of the broadcasts.

Document 14

Grant, S. P., et al. Economic studies and out-of-school education program evaluation for the Ivory Coast: Final report. N.D. PN-AAF-007.

Presents an overview and "social impact model" of the ETV program in the Ivory Coast. Includes cost and analysis studies.

Document 15

Ingle, Henry T. Communications media and technology: A look at their role in non-formal education programs. Washington, DC: Academy for Educational Development, 1974. 67p. PN-AAB-153.

Summary digests of documents describing the use of communications media throughout the world. Some 60 nations' experience is cited.

Document 16

Ingle, H.T. The use of satellites for telecommunications systems in education and national development, conference summary. Denver, CO: Working Level Conference on the Use of Satellites for Telecommunications Systems, 1974. 26p. PN-AAD-865.

Covering Africa, Colombia, Venezuela, Brazil, Canada, Egypt, India, Indonesia, Iran, New Zealand and the US, the conference concentrated on educational technology management, training and software development.*

Document 17

Jamison, D.T., Patrick Suppes and Stuart Wells. The effectiveness of alternative instructional media, A survey. 1973. PN-AAD-829.

Describing five instructional media: traditional classroom instruction (TI), instructional radio (IR), instructional TV (ITV), programmed instruction (PI) and computer assisted instruction (CAI), this survey considers the place of each in a mixed media instructional approach.

Document 18

Klees, S.J. Cost analysis of non-formal ETV systems: A case study of the "extra-scolaire" system in the Ivory Coast. 1977. 127p. PN-AAG-836.

A detailed analysis of the costs and value of ETV in the Ivory Coast. Reviewing arguments for and against the ETV project, the author presents proposals for optimizing the impact of broadcasts at low additional costs. Includes a 35 item bibliography of French and English language materials.

* For more information of India and Indonesia, see respectively:

Block, Clifford, Dennis Foote and J.K. Mayo. A case study of India's satellite instructional television project (SITE). 1977. 73p. PN-AAD-648.

Miller, Alvin, et al. Model communications system for improving rural education in Indonesia. 1976. 33p. PN-AAD-847.

Document 19

Klees, S.J., and P.T. Jamison. A cost analysis of instructional television in the Ivory Coast. 1976. 70p. PN-AAG-838.

An analysis of the costs of ETV in the Ivory Coast. It is noted that the system is comparable to other national systems in relative cost although high in absolute terms. It is observed that it is difficult to evaluate ETV's accomplishments.

Document 20

Leavitt, H.B. Educational technology networks in developing countries: A strategy for improving the derivation and utilization of knowledge, Final report. Washington, DC: Academy for Educational Development, 1975. 88p. PN-AAD-850.

Advocating networking among LDC managers in educational communications systems, this reports identifies five potential areas: radio in rural development, radio in formal education, standalone ITV, ITV or radio in the classroom, and satellite systems.

Document 21

Leavitt, H.B., and P.I. Boynton. Communications technology for development. Guidelines for consultants working with AID. 1976. 175p. PN-AAE-490.

Provides an overview to AID's approach to the use of communications media in development. Includes many appendicies and definitions of AID's terminology.

Document 22

Leavitt, H.B., and R.F. Schenkkan. Asia, Middle Eastern and African reactions to the feasibility of international technology networks. 1975. 30p. PN-AAD-542.

Surveying the opinions of media managers in Korea, Thailand, Pakistan, Iran, Egypt, Tanzania, Kenya and Ethiopia, this report attempts to make recommendations that anticipate potential problems areas in developing a media network. Its conclusions are detailed in document below.

Document 23

Leavitt, H.B., and R.F. Schenkkan. International educational technology networks, conclusions and recommendations from the feasibility study. 1975. 34p. PN-AAD-544.

Following directly from the previous document, this report advocates a problem oriented networking with a central office and outside funding.

Document 24

Lenglet, F. The impact of 25 television programs on water produced and broadcast by the Ivorian out-of-school education project. 1976. 108p. PN-AAG-831.

A series of television programs to promote an understanding of water supply programs in the dry season is described and its impact analysed. Although large audiences were granered, the role of local organizations ("Tele-Clubs") is seen as being very important.

Document 25

Lenglet, F., and E.G. McAnany. Rural adult education and the role of mass media: A comparative analysis of four projects. 66p. 1977. PN-AAG-834.

A comparison of the out-of-school, nonformal ETV (OSTV) project in Ivory Coast, the Radio Schools (RSMs) of Santa Maria in the Dominican Republic, the Radio Study Campaigns (RSC) in Tanzania and the Nonformal Education Module in Guatemala.

Document 26

McAnany, E.G. Radio's role in development. Five strategies of use. 1973. 31p. PN-AAD-453.

Discussing five methods of using radio (open broadcasting, instructional radio, radio rural forums, radio schools and radio with animation) the article identifies many problems with existing projects. These problems include: fragmented use, audience size not large, effectiveness is difficult to gauge, poor planning and management and poor training.

Document 27

Miller, J.G. Alternative communicat[illegible]s systems for education in the LDCs. Washington, DC: [illegible]cademy for Educational Development, 1973. 244p. PN-AAB-289.

Includes five analyses comparing alternative national information processing and communications systems that can be used for education and other forms of social development in the LDCs.

Document 28

Miller, J.G. Research and development priorities in instructional technologies for the LDCs. Washington, DC: Academy for Educational Development, 1973. 585p. PN-AAB-270.

This paper presents a systematic conceptual approach by which the present state and potential of instructional media in the LDCs can be analysed. Emphasizing both formal and non-formal education, the report formulated 26 high priority project recommendations.

Document 29

Perrett, H.E. Applied communications technology in rural development. 1976. 76p. PN-AAG-492.

Describes potential and limitations of various media, including radio, TV, film, printed matter, folk media, etc. Examples examined include the Philippines Rural Reconstruction Movement, health education in Tanzania and Indonesia, Basic Village Education Project in Guatemala. A checklist for analysing communications project is appended. Includes and annotated bibliography.

Document 30

Rogers, E.M., J.R. Braun and M.A. Vermilion. Radio forums. A strategy for development. 1975. 28p. PN-AAD-856.

Defining the radio forum, this paper places it in its potential niche in the rural communications process. Considering cases from Ghana, Ecuador, Brazil, Nigeria and Tanzania, the paper recommends: high local content, repetition of important messages, awareness of village colloquial language and concept formation, and provision for audience feedback.

Document 31

Tickton, S.G., and R.O.B. Calisle. Research and development priorities in instructional technologies for the LDCs. A summary of findings and conclusions. Washington, DC: Academy for Educational Development, 1974. 134p. PN-AAB-271.

A review of priorities for instructional media for regional educational development in the LDCs. Proposed projects are briefly outlined, ranging from one that seeks to identify cultural and sociological variables in instructional educational media to another which aims at making inexpensive TV receivers.

Document 32

Van Dyk, D. Audio-visual techniques for rural development. A working bibliography. 1980. 21p. PN-AAJ-333.

A bibliography of French and English materials in eleven subject areas that includes a section on the use of video techniques. Most citations apply to Africa.

Document 33

Wells, Stuart. Instructional technology in developing countries. Decision-making processes in education. 1976. 190p. PN-AAD-624.

Describes the potential for educational media to bridge the difference between rural and urban populations in the LDCs. Discusses the problems and potentials involved in a decision to commit scarce national resources to an instructional media system.

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